ORLANDO

(https://www.orlandotales.com)

The Orlando Dispatch

Min New York

We value your privacy

MiN NEW YORK

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

Customize Reject All Accept All

The Art of Perfume between Life Experimentation

Words by Maria Bellotto

MiN New York is more than an artistic perfumery brand; it is an olfactory journey that was born in the energy of New York City and finds its realisation in the hands of the master perfumers of Grasse. An ideal bridge between two worlds, that of innovation and craftsmanship, in which each fragrance becomes a story, an intimate portrait, a fragment of life enclosed in a bottle. These are not just perfumes, but sensory narratives designed for those who do not simply want to wear a fragrance, but to leave an imprint, evoke an emotion, reveal an identity. An olfactory laboratory where each fragrance becomes a chapter of a personal story, a sensory journey
through emotions, memories and aspirations.

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO
(https://www.orlandotales.com)

Min New York

The brand was born in 1999 from the vision of Chad Murawczyk and Mindy Yang, and their shared passion for the art of perfumery. Chad, a designer and entrepreneur, founded the brand with the idea of creating fragrances that were true stories, expressions of emotions and timeless memories. Mindy, an expert in perfumery and sensory innovation, brought a curatorial and artistic approach, transforming MiN New York into an avant-garde olfactory laboratory. Together, they have created a brand that fuses

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

tradition and experimentation, precision craftsmanship and c[illegible]e concept of luxury in the w[illegible]

ORLANDO
(https://www.orlandotales.com)

“MiN New York is a sensory atelier that uses the senses as vehicles to surface authentic experiences. We believe in the art of craft as magic, design without compromise, and that a better product created with deliberate intention will enrich one’s life.”

- Chad Murawczyk.

Scent Stories and Experimental: MiN New York’s olfactory anthologies

MiN New York's creations are never predictable, never excessive. They are designed for those who love nuance, for those who are looking for a fragrance that speaks for itself in a subtle yet unmistakable way. Each fragrance is a style statement, an invisible but essential accessory, a detail that complements the presence without ever overpowering it.

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO

(https://www.orlandotales.com)

Min New York

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

Behind each fragrance there is a precise concept, a well-defined imagery: urban and cosmopolitan atmospheres mingle with references to nature, woody and spicy accents intertwine with fresher and brighter notes.

school memories, bouquets of flowers, caliginous onsen and carnival rides.

These are scents that evoke places, moments,

sensations. There is the New York of frenetic streets and
e intimate New York of
ookshops.
And then there is the timeless elegance of French perfumery, the ability to give depth and structure to every composition, to create accords that evolve and surprise, declined in two main collections, two anthologies, if you like: Scent Stories and Experimental.

The olfactory anthology of Scent Stories is a mosaic of stories: each fragrance is a piece that builds a story, a chapter that intertwines with the memory and heritage of emotions, memories, experiences of the wearer. The perfume becomes a distinctive sign, an invisible thread connecting past, present and future in a unique and legendary tale, in which each bottle is signed and numbered like the first edition of a novel. Perfection is the goal, intemperance the result. And so the perfumes of Scent Stories tell stories, distant places that we have really visited, or only visited with the heart, with the mind.

ORLANDO (https://www.orlandotales.com)

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

One example above all is the moon, the absolute protagonist of Moon Dust. It is said that our satellite smells like gunpowder after a desert rain: Moon Dust captures this suggestion with a balance of chiaroscuro, mineral dryness and earthy warmth. The opening surprises with carrot seed and coriander, a mineral accord evoking the arid surface of a lunar landscape. In the heart, burnt tobacco and ozone

add a smoky, ethereal nuance, while the base of benzoin, e[illegible] s the skin in an enigmatic vo...

ORLANDO
(https://www.orlandotales.com)

It is a fragrance that evokes the future and poetry, science fiction and the memory of the excitement of space exploration.

With Experimental, however, a different chapter opens: pure experimentation is explored, where perfume becomes a territory of exploration and discovery, a white space on which to write new possibilities. Experimental is an invitation to observe, hypothesise, test and challenge conventions, in search of an authentic, self-fulfilling reality. Each fragrance in this line is an olfactory experiment, a snapshot of moments worth experiencing.

Like Pure Heart, which translates into essence that moment of clarity, when inspiration is renewed and the world appears clear. A vibrant, crystalline opening of red berries, juniper and cardamom, intertwining with blackcurrant for a sparkling, slightly green impact. The heart reveals a floral soul, where jasmine blends with [illegible] ethereal floral accords, giving an evocation of green tea. The dry, structured base plays with oak moss, cedar and vetiver, while lentisk adds an aromatic touch that prolongs the freshness. A clean, elegant and flawless fragrance.

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO

(https://www.orlandotales.com)

An olfactory art without boundaries

MiN New York is not just a perfume brand, but a philosophy of life, an artistic approach that combines storytelling and experimentation, precision craftsmanship and creative freedom. Its fragrances are tools to tell one's story, to explore new sensory dimensions and to live each day with authenticity.

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO

(https://www.orlandotales.com)

FU

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO (https://www.orlandotales.com)

(https://www.orlandotales.com/dispatch/the-lives-we-will-not-live/)

THE LIVES WE WILL NOT LIVE (https://www.orlandotales.com/dispatch/the-lives-we-will-not-live/)

Reading leaves us with something: a sharpened awareness, an intuition, a lesson learned without direct cost.

By Giulia Fantini

(https://www.orla
patch/mediteran

MEDITERA CERAMICS (https://ww les.com/disp rannean-cera

Bringing together p memory, and mate Ceramics.

By Antigone Morgan

We value your privacy

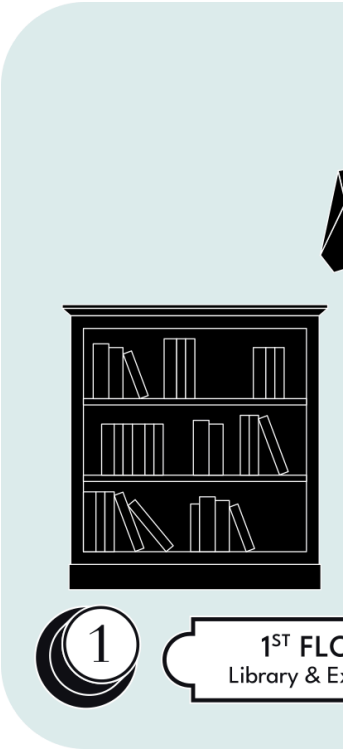
We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

CHOOSE YOUR FLOOR

ORLANDO

(https://www.orlandotales.com)

(https://www.orlandotales.com/category/dispatch/ground-floor/)



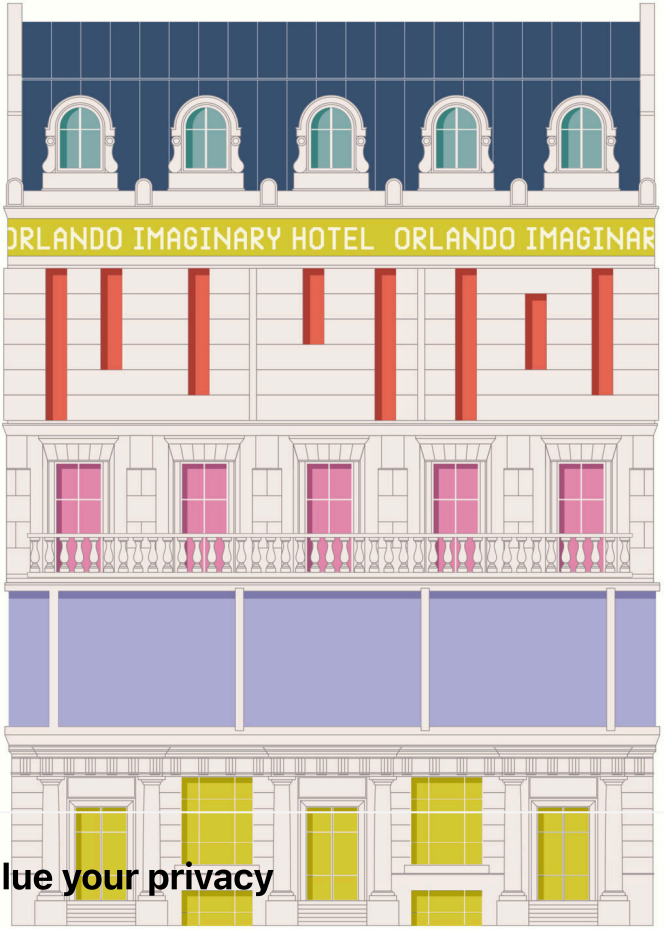
(https://www.orlandotal
gory/dispatch/first

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO

(https://www.orlandotales.com)



We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

Sign up to Orlando newsletter!

ORLANDO (https://www.orlandotales.com)

Are you a sensitive and curious traveler, constantly searching for beauty, art and cultural inspiration? Sign up to receive the latest contemporary news!

Email

Subscribe

Reproduction in whole or part without written permission is strictly prohibited.

Orlando is registered in Genoa
on January 10th, 2020, n° 02/2020

Orlando Magazine published twice a year, by Tessiore & Co Srl, Via C. Roccatagliata Ceccardi 4/5, 16121 Genova, Italy

Copyright 2024 Tessiore & Co Srl, all right reserved

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

ORLANDO (https://www.orlandotales.com)

Finanziato dall'Unione europea – Next Generation EU

ANTONELLA DELLEPIANE PESCETTO
Founder & Creative Director

FLAVIA SCARANO
Editor in Chief

DANIELLE ALLEN
Business Advisor

info@orlandotales.com

Tessiore (https://www.tessiore.it/)

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.

FOLLOW US

INSTAGRAM (https://www.instagram.com/orlando_tales/)

FACEBOOK (https://www.facebook.com/orlandotalesmag/)

SPOTIFY (https://open.spotify.com/user/410vyj6td2p0jagh70d1h92tl)

POLICY PRIVACY (https://www.orlandotales.com/privacy-

policy/)

ORLANDO (https://www.orlandotales.com)

rlandotales.com/cookies-

TERMS & CONDITION (https://www.orlandotales.com/terms-condition-of-sale/)

We value your privacy

We use cookies to enhance your browsing experience, serve personalized ads or content, and analyze our traffic. By clicking "Accept All", you consent to our use of cookies.